

## ABSTRACT

A writing instrument having a rotatable design element, such as a logo, on its pocket clip is disclosed. The design element is mounted for rotation on a spondle portion  
5 that protrudes through the clip. A rod having its proximal end coupled to the writing tip for longitudinal movement therewith extends through the writing instrument's body at a position masked by the pocket clip. The distal end of the rod is coupled to the spindle to induce rotational movement of the design element when the writing tip moves longitudinally.